



Nonprofit Consultants

EXECUTIVE SEARCH CONSULTANTS

20 Stanwix Street, 9<sup>th</sup> Floor, Pittsburgh, PA 15222

Tel: 412.434.1335 \* Fax: 412.281.5925 \* Email: towens@deweykaye.com

**VICE PRESIDENT, INSTITUTIONAL ADVANCEMENT  
JOHNSTOWN AREA HERITAGE ASSOCIATION, JOHNSTOWN, PA**

**PERFORMANCE PROFILE**

*The Johnstown Area Heritage Association (JAHA) is a non-profit, membership-based organization that presents the region's nationally significant stories through museums, special events, cultural & educational programming, and historical collections. JAHA provides high-quality educational, cultural and recreational experiences in the area's unique historic settings. The physical plant of JAHA includes the Johnstown Flood Museum, The Frank & Sylvia Pasquerilla Heritage Discovery Center, the Wagner-Ritter House and Garden, and the Johnstown Children's Museum. As a community convener, JAHA provides the residents of the area and national tourists with extensive programming and educational opportunities. JAHA is the central organizing body of major events such as the AmeriServe Flood City Music Festival, The Annual Heritage Preservation Awards and the First Commonwealth Johnstown Film Festival. The newly created position of Vice President, Institutional Advancement is responsible for generating philanthropic dollars that will support the vision, operations and growth of JAHA.*

**BACKGROUND**

The JAHA mission statement reads as follows: "JAHA is dedicated to preserving and interpreting the nationally significant historic heritage of the Greater Johnstown Area through its museum facilities, historical collection, and education programs. JAHA operates as a clearinghouse and catalyst for revitalization efforts based on cultural tourism and historic preservation." JAHA enhances the quality of life for those who live in and around Johnstown, brings positive national attention and visitors to the area, and contributes to the region's economic development through heritage tourism. JAHA also maintains an extensive archive of photographs, documents and objects that are significant to the history of the area.

The JAHA was founded in 1971 as a non-profit educational organization. Then called the Johnstown Flood Museum Association, its mission was to preserve and interpret the story of the 1889 flood. In 1973, it opened the Johnstown Flood Museum in the former Cambria (Carnegie) Library building. In 1989, the organization achieved its long-range goal of presenting a high quality visitor experience on the theme of the Johnstown Flood when it reopened the Johnstown Flood Museum following a \$4 million capital investment that included restoration and renovation of its building, and installation of a new permanent exhibition and a new film. The Museum's film on the Johnstown Flood won the 1989 Academy Award for Best Documentary Short Subject. In 1990, JAHA successfully recruited the National Folk Festival to Johnstown in cooperation with state and city officials. In 2009, the event's name was changed to the AmeriServ Flood City Music Festival in order to better reflect the eclectic nature of the programming.

In 2001, JAHA opened the first phase of the Frank & Sylvia Pasquerilla Heritage Discovery Center, featuring an interactive permanent exhibition that places the visitor in the role of an immigrant to Johnstown around the turn of the century. In June 2004, JAHA opened the Wagner-Ritter House and Garden, a Cambria City steelworker's residence that was inhabited by three generations of the same family from the 1860s through the 1990s.

Through a capital campaign entitled "Preserving Our Heritage: Revitalizing Our Community," JAHA raised the funds to build and open the Johnstown Children's Museum in unused portions of the Heritage Discovery Center building in June 2009, along with the "Mystery of Steel" film presentation in the HDC's Iron & Steel Gallery. The first phase of development of Festival Park, as well as refurbishments to the Johnstown Flood Museum, will also be funded through this campaign. JAHA's future plans include the opening of the 1864 Cambria Blacksmith Shop as a visitor site. The organization currently has an annual operating budget of \$1.3 million. Additional information can be found on the organization's IRS Form 990, or by visiting their website – [www.jaha.org](http://www.jaha.org).

## **POSITION OVERVIEW**

The position of Vice President, Institutional Advancement (VP) has been created to amplify the charitable giving effort of the organization with a special emphasis on individual giving, major giving, and corporate partnerships. The VP is responsible for the successful leadership and management of the philanthropic efforts of the organization in support of JAHA's operations, capital needs and long-range vision. Working collaboratively with the President and a dedicated staff of 12 professionals in the organization, the VP will work to manage daily fundraising operations and raise monies to support the organizational vision as set forth by the Board of Directors. The Vice President is either directly or indirectly responsible for the following:

### **Cultivation and Solicitation**

- Develop a strategic approach to the identification and cultivation of donors.
- Manage the current member and donor base through new contact management software (Blackbaud). Cultivate, solicit, secure and acknowledge all donations.
- Work cooperatively with the President to plan and implement special project fundraising.
- Create a plan and timeline to cultivate major gifts on an annual basis.
- Cultivate and nurture relationships with current and potential corporate & foundation supporters. Write grant proposals and reports to foundations and corporations, in cooperation with the President.
- Launch a sustainable annual giving program. Develop and grow individual donor base. Secure operating support from individuals, foundations, and corporations. The annual goal for fundraising is \$400K.
- Develop and implement a plan for donor recognition and ongoing stewardship of major donors and foundations.

### **Management**

- Manage a staff of four professionals with respect and integrity.
- Work cooperatively with an engaged Board of Directors to further the culture of philanthropy.
- Develop office systems to support development and maintain confidential donor records.
- Work collaboratively with all staff with an attitude of collegiality and mutual support.

### **Reporting**

- Prepare reports for the Board related to fund-raising progress and action steps.
- Develop annual report for JAHA funders that highlight yearly milestones and accomplishments.

## **PERFORMANCE OBJECTIVES**

**Create a Comprehensive Development Plan.** During the first 60 days, create a comprehensive Development Plan that utilizes metrics. The plan is to be a well-rounded funding plan to include an annual campaign, individual and major gift cultivation, event fundraising, corporate partnerships and foundation relations. Present the plan to the President and the Board of Directors. Execute the plan.

**Identify, Cultivate, Solicit and Acknowledge Participation in the Mission.** Follow up with all donors and gifts. Identify new relationships including donors, volunteers, businesses and others that may benefit from the mission of JAHA. Fully use contact management software. Implement development best practices with the research, solicitation and acknowledgement of gifts from individuals, groups, corporations and foundations.

## **KNOWLEDGE, SKILLS AND ABILITIES**

The ideal candidate has a blend of the following:

- Bachelor's degree required, advanced degree preferred.
- Substantial prior successful experience with development, fundraising, sales or marketing.
- Arts/Museum background preferred.
- A demonstrated passion for the Johnstown region.
- A competent and natural external leader who can convey confidence, build relationships and represent JAHA in the community. A self-starter.
- Personal values which are consistent with the work ethic of the staff and Board of JAHA.
- Strong strategic ability, financial acumen, management skills, and an ethical servant leader approach to work.
- Excellent communication skills, including verbal, written and public speaking.

## **COMPENSATION**

This position offers an attractive compensation and benefits package, consistent with that of organizations similar in size, scope, scale and geographic location.

## **TO APPLY**

Individuals wishing to discretely discuss this role may contact Michelle Pagano Heck, Dewey & Kaye, [mheck@deweykaye.com](mailto:mheck@deweykaye.com). Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: [resumes@deweykaye.com](mailto:resumes@deweykaye.com). Please reference the following in the subject line of your email: **JAHA Vice President, Institutional Advancement (#182-MH687)**

*If you do not receive an email confirmation of your submission within 3 business days, please contact Dawn Kopp at [dkopp@deweykaye.com](mailto:dkopp@deweykaye.com) or 412-434-1335.*

**Please direct all inquiries related to this position to Dewey & Kaye.**

*Johnstown Area Heritage Association is an Equal Opportunity Employer.*